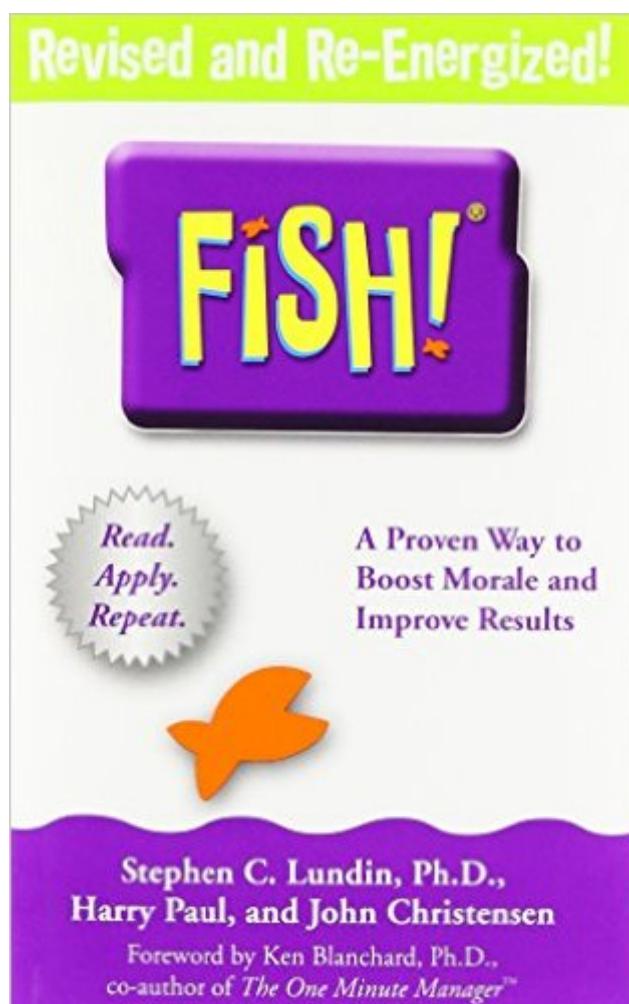


The book was found

# Fish: A Proven Way To Boost Morale And Improve Results



## **Synopsis**

Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. Imagine an environment in which people are truly connected to their work, to their colleagues, and to their customers. In this engrossing parable, a fictional manager is charged with the responsibility of turning a chronically unenthusiastic and unhelpful department into an effective team. Across the street from her office is Seattle's very real Pike Place Fish Market, world famous and wildly successful thanks to its fun, bustling, joyful atmosphere and customer service. By applying ingeniously simple lessons learned from the actual Pike Place fishmongers, our manager learns how to energize those who report to her and effect an astonishing transformation in her workplace. Addressing today's work issues (including employee retention and burnout) with an engaging metaphor and an appealing message that applies to any sector of any organization, *Fish!* offers wisdom that is easy to grasp, instantly applicable, and profound--the hallmarks of a true business classic. Based on a bestselling ChartHouse training video which has been adopted by corporations including Southwest Airlines, Sprint, and Nordstrom.

## **Book Information**

Hardcover: 110 pages

Publisher: Hyperion; 1 edition (March 8, 2000)

Language: English

ISBN-10: 0786866020

ISBN-13: 978-0786866021

Product Dimensions: 5.5 x 8.2 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (577 customer reviews)

Best Sellers Rank: #3,796 in Books (See Top 100 in Books) #1 in Books > Science & Math > Biological Sciences > Zoology > Ichthyology #1 in Books > Business & Money > Marketing & Sales > Customer Service #4 in Books > Business & Money > Economics > Environmental Economics

## **Customer Reviews**

*FISH* is written in a parable (short story using fictional characters) format, reminiscent of the style apparent in the classic, bestseller *The One Minute Manager*. The goal of the *FISH* Philosophy is to learn how to boost morale and improve operational results in a business organization. As the authors put it "Enclosed are the keys to creating an innovative and accountable work environment

where a playful, attentive, and engaging attitude leads to more energy, enthusiasm, productivity, and creativity."The four key points of the philosophy are:\*

- \* Play - have fun and create energy at home or at the office.
- \* Make their day - how can you engage fellow employees, customers and make each other's day?
- \* Be Present - How can you make sure you are fully available and aware during conversations with people? It is about create a greater sense of intimacy between individuals.
- \* Choose Your Attitude - Each day you choose how you are going to act or which "side of the bed" you wake up on. The choice is yours and, the way you act, affects others.

In my opinion, this business parable, like the rest of them, is great and horrible at the same time. It is a great read for the following reasons:

1. It is a quick read. I read it in about 2 - 2.5 hours and I am a fairly slow reader.
2. The book is able to illustrate one point extremely effectively. For example, in this book they show how workers attitudes can impact a setting and how many of us don't understand how our attitude impacts our work setting and quality of life.
3. These are the kinds of books that employees will read as they are 100-150 pages in length and easy to read so a massive investment of time and energy isn't required by employees.

It is a poor book for the following reasons:

- 1.

This is a brief, simple, but elegant book that is an eye opener for those of us who grew up with notions like: "Work is serious, let's have no fooling around!" or "Profit is 'the only' way to measure business success." The story is told in the context of a familiar business departmental crisis. Traditional management processes have failed and those who tried to implement change left convinced that conditions would never improve in that department (nicknamed the "Toxic Energy Dump"). A new departmental manager is assigned; she must find and implement new solutions or suffer the burden of defeat experienced by her predecessors. Serendipitously, during her lunch break, she discovers a fish market that does not fit preconceptions for that environment most of us would have, i.e., hard, tedious work under unpleasant, uncomfortable conditions. What she does experience is a group of people who are totally involved with their customers, having a lot of fun, and selling lots of fish! She asks one of the fishmongers about how they do this. And so begins the odyssey that uncovers the four key lessons she applies to turn her department around. I believe that these lessons are cornerstones for success both at work and in personal life. The lessons may seem simple and obvious, but they are based the deep needs we all have to feel that we matter, to contribute to others, and to enjoy our work. I attended the first "Fish Camp" in Minneapolis that Steve Lundin and his associates facilitated (they did a great job); I left with the lessons contained in this book.

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